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ELBERT COUNTY: AN ECONOMIC ANALYSIS

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## Foreword

This report summarizes the findings and recommendations of work carried out over the first nine months of a planned three-year program of research and technical assistance for the Elbert County Redevelopment Corporation. Its particular concern is with the identification of opportunities for developing new payrolls and of problems which must be resolved if the resources in the area are to be developed effectively.

A companion project has as its primary purpose the provision of technical assistance on various problems, in particular, the work required for Elbert County to participate fully in the Area Redevelopment Administration program of the U. S. Department of Commerce.

One outgrowth of these projects has been the preparation of a special proposal to the Area Redevelopment Administration for a joint laboratory, management and market research project to be carried out, if approved, by the High Temperature Materials Branch of Chemical Engineering and Materials Division and the Industrial Development Division. The purpose of this further analysis will be to develop new products or new uses for granite, the county's most valuable resource, as well as to develop new markets and otherwise expand and diversify the granite industry.

Through such a combination of research and technical assistance it is hoped that the resources of Elbert County can more rapidly and more efficiently be translated into new jobs for those seeking employment.

Kenneth C. Wagner, Chief  
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## Acknowledgements

In the course of preparation of this analysis, considerable assistance was obtained from many individuals in Elbert County. Without their help this study could not have been completed, for in a task of this nature, many individuals must give of their time and talents.

Special thanks are due to B. Frank Coggins, Jr., president of the Elbert County Redevelopment Corporation, to Monroe Dunn, chairman of the Elbert County Board of Commissioners of Roads and Revenue, to G. Allen Brown, Elberton city manager, to William A. Kelly, executive director of the Elberton Granite Association, to D. L. Garner, manager of the Elberton office of the Employment Security Agency, to Tom C. Hodges, county agricultural extension agent, to Mrs. G. T. McDonald, secretary of the Elbert County Chamber of Commerce, and to Sydney Carter, planning consultant to Elberton.

Technical assistance was rendered by members of the Industrial Development Division staff, with special work on certain phases by Oliver T. Terriberry and Robert L. Ware. Typing the manuscript and final draft was ably done by Miss Jean Hurd. The manuscript was reviewed for publication by Dr. Kenneth C. Wagner.

## Summary and Recommendations

In the preparation of this analysis and evaluation of the assets of Elbert County, designed to guide local citizens in the development of a sound program for long-range industrial development, a number of problem areas have been identified. Recommendations for action programs to attack these problems have been incorporated into certain portions of this study.

### Industrial Potential

Granite is one of the county's truly unique resources. The granite industry is the major manufacturing employer in the area, but is suffering from uneconomic practices, excessive production costs and a need for more information on existing and potential markets.

### Recommendations

1. A long-range program should be established with the objective of diversifying the industrial employment base of the area. This program should be broad enough to increase jobs in more than just manufacturing fields. Efforts to draw to Elbert County or develop within the area "satellite" industries or selected service industries should be included.

2. Expansion and diversification of the granite industry should be sought through further research in present and future market potentials, especially to enlarge product lines of existing producers. (A technical assistance proposal submitted to the Area Redevelopment Administration by Georgia Tech's Industrial Development Division has this as one of its objectives.)

3. Further investigation of the extent of sillimanite reserves, quality of the deposits, and potential uses of this mineral should be vigorously pursued.

### Manpower Resources

The large pool of untrained labor is one of Elbert County's greatest industrial attractions. Trainability of the labor can be demonstrated, but educational levels are rather low. More precise information on the available labor is needed.

#### Recommendation

1. A "head count" or labor registration ought to be taken to determine more precisely the number and quality of labor available.

#### Industrial Sites

No suitable industrial sites are immediately available in Elberton. Numerous potential properties have been investigated, but additional steps are required before these properties can meet minimum criteria as sites.

#### Recommendations

1. Relocation of the airport must be completed in order to make available a city-owned tract of 66 acres which can be prepared for industrial development.
2. Intensive efforts should be made to acquire and develop an area of 290 acres east of Elberton along the Seaboard Air Line Railroad as a rail site.
3. Another sizeable tract of 173 acres, if available, should be acquired for rail-using industry.
4. Further consideration should be given to tying down a large heavy industry site near Heardmont which would satisfy large water-using plants.

#### Transportation

Modes of freight transportation have changed considerably in Elbert County in the last decade, with truck and bus services carrying much freight formerly shipped by rail. Certain industries may find that railroad piggy-back service offers new shipping opportunities.

#### Recommendation

1. Further investigation should be made whether shallow-barge transportation on the Savannah River has any potential.

#### Utilities

Sewerage system expansions are badly needed in Elberton. At Bowman, one manufacturing plant has indicated its inability to expand because of the lack of a sewer system. Expansion of Elberton's water system is not immediately pressing, except for a needed increase in filter capacity.



### Recommendations

1. The proposed construction of treatment plants for Elberton's sewerage system needs to be pushed.
2. The effect of impoundment of a lake behind the proposed Trotters Shoals dam must also be considered, since it would increase the need for sewage treatment.
3. Installation of a sewerage system in Bowman is extremely important, and the city should endeavor to finance the construction through ordinary public and private means.

### Agriculture and Forestry

Agriculture in Elbert County has undergone considerable change during the last 30 years. Large reductions have occurred in the number of farms and total acreage. Nearly four-fifths of the farms cultivate less than 50 acres; a large portion of the farmers earn most of their income in jobs off the farm.

The hardwood encroachment on pine stands in recent years has been heavy. Infestation of the southern pine beetle has damaged large stands of previously marketable timber. Forestry potentials, without effective woodland management, are extremely limited.

### Recommendations

1. Efforts should be made to establish a commercial feed lot program to stimulate the cattle market, expand supplier businesses, and create a potential for related operations.
2. Specialty packaging of fresh vegetables should be investigated as another immediate possibility.
3. Another agricultural outlet that should be encouraged is production of sorghum cane syrup.
4. An Elbert County poultry processing plant should be considered only if the proposed Hartwell operation does not go into production, as the area cannot presently support two operations.
5. For small acreages, some farmers should consider certified seed production.

6. An improved woodland management program (prohibitive cost-wise for the individual farmer) ought to be instigated to upgrade timberland in the county and to increase timber potential.

7. Establishment of a small fence post treatment plant should be investigated as a market outlet for low-grade hardwood and pine damaged by the pine beetle.

### Tourism

Elbert County has little in the way of natural attractions, and, as a consequence, more than ordinary efforts will be required to pull tourists into the area. This is a neglected phase of the county's economy. While the county has one large State park, it is not on the main east-west highway, and will be some 30 miles from Interstate 85 when that highway is completed. Added impetus to the tourist industry can be anticipated when the Trotters Shoals project materializes, bringing an immediate influx of sportsmen, boating and lakeshore developments. With any growth in the tourist business, Elbert County will need additional facilities for housing, feeding, and entertaining visitors.

### Recommendations

1. An overall program for developing tourist business should be promoted, with the Elbert County Chamber of Commerce taking the major responsibility.

2. Development of camp sites should be an initial step to attract the outdoor-minded vacationer.

3. Investigation should be made of the possibility of establishing State or county installations equipped with year-round facilities on the Trotters Shoals reservoir.

4. One of the most feasible projects for stopping and entertaining tourists would be a granite museum, combined with side trips to quarries or manufacturing plants.

### Appearance

Elberton is generally an attractive city, with planted areas in the central business district and some modern buildings, typified by the Granite Association headquarters and the First National Bank. Other public buildings

and business houses do not measure up to these standards, however. Particularly unsightly is the blighted area surrounding widened Elbert Street. Some highway entries into Elberton are also unattractive.

#### Recommendations

1. The redevelopment of Elbert Street and the advance of urban redevelopment-slum clearance should be implemented immediately, since the blighted area along this street detracts from the entire downtown area.

2. A new public facilities building, housing city and county offices, ought to be planned now. The present courthouse could subsequently be converted to other public uses -- for example, used as a granite museum.

3. Improvement of access roads into town is needed, particularly from the west. A new overpass at the junction of Highways 17 and 72 is highly desirable. Granite companies should be encouraged to clean up sheds and open grout piles.

4. Merchants in the central business district should be encouraged to modernize their stores, merchandise, and displays.

#### Local Development Program

Elbert County's industrial development program needs to be accentuated in several areas. There is no single agency bearing responsibility for developing the local program and for contacting industrial prospects. No financing plan has been evolved. There are no usable or current mailing pieces.

#### Recommendations

1. Policies and guidelines need to be established defining areas of responsibility in the overall community development program.

2. A vehicle for financing construction of industrial buildings should be developed, since the Elberton Development Corporation will not be available. Consideration should be given to creating a county Revenue Bond Financing Authority.

3. Decisions should be made on what promotional materials will be developed and how they will be used, with special care given to differentiating between promotional items for industrialists and those for tourists.



## INTRODUCTION

Located in the hill country of Northeast Georgia, Elbert County is part of the growing "Piedmont Crescent" which extends from North Carolina through South Carolina and across Georgia to Alabama. While this area encompasses several major cities with diversified economies, the non-metropolitan area is generally characterized by the predominance of textile manufacturing, with furniture, lumber, paper and other products of wood as another significant group, measured in terms of employment. It is the least urbanized area in the nation, having the highest percentage of labor force in agriculture of any section.

Elbert County's terrain is largely rolling, interspersed with some hills which attain an elevation of 100 to 200 feet above the drainage valleys. The principal streams in the area flow in a southeasterly direction, draining into the Savannah River or into the Broad River, which itself joins the Savannah to form the extreme southeastern corner of the county.

The county is within the orbit of several large metropolitan centers, with Augusta, Atlanta, and Macon being 70, 90, and 100 miles away, respectively. Close by are the medium-sized cities of Athens (population 31,355), about 35 miles west of Elberton, and Anderson, S. C. (population 41,316), about 35 miles east.

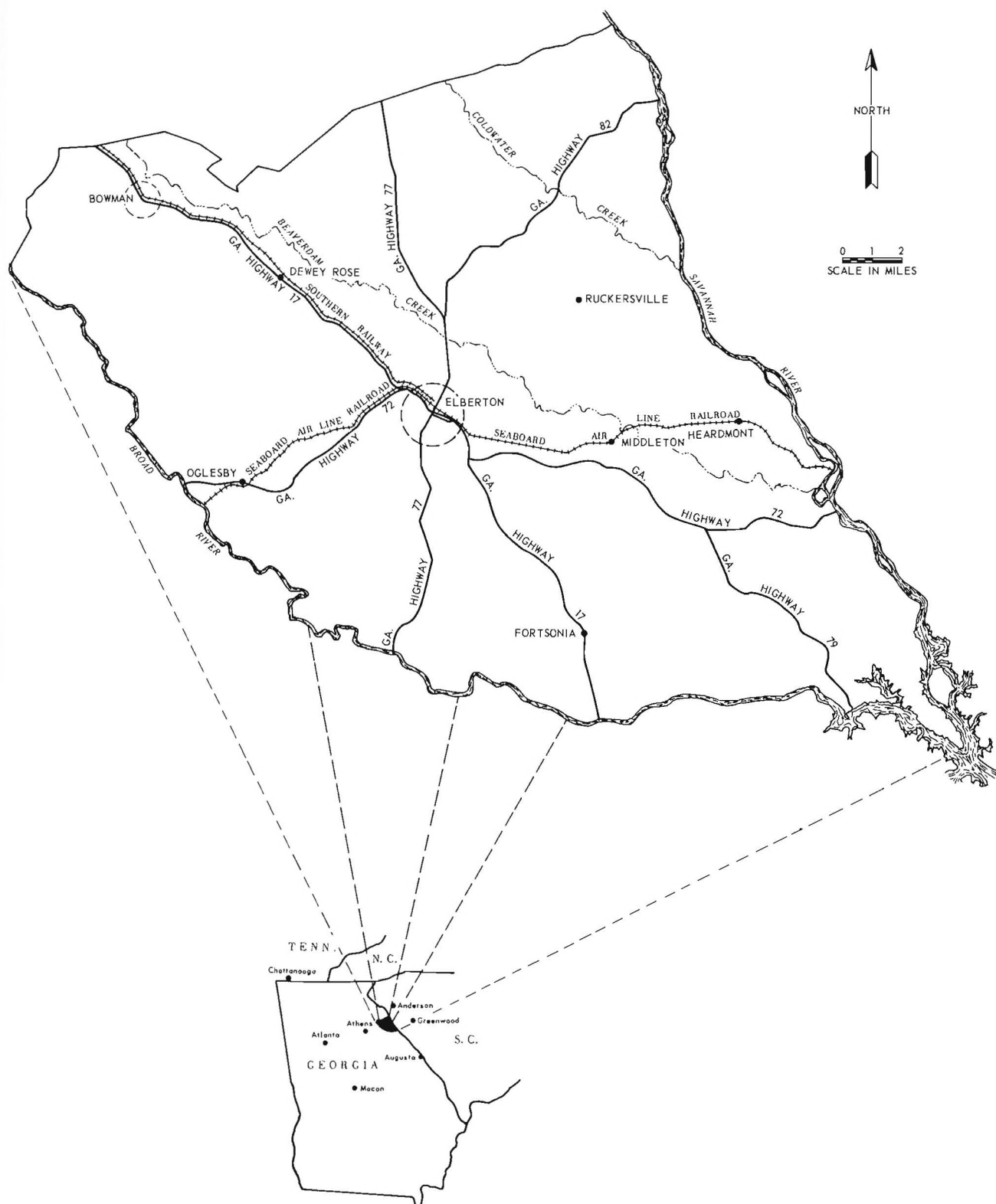
Elbert County has been losing population for several decades because of the migration of its people to urban areas and the concurrent inability to produce sufficient jobs at home. The county's 1960 population of 17,835 was the lowest it has been in this century.

In the last few years, only about 90 new jobs per year have been created in manufacturing, and some 10 new jobs in all other non-agricultural pursuits. At the same time, some 200 students are graduating from Elbert County high schools. The youth of the county must therefore leave to seek jobs elsewhere.

These are some of the measures of Elbert County's economic health. They are facts which support the contention that more must be done to implement a vigorous program of economic development. This report is among the first basic steps in organizing and putting into effect a needed action program.



FIGURE 1  
ELBERT COUNTY: PHYSICAL FEATURES AND GEOGRAPHIC LOCATION



## POPULATION

### Trends

Like most rural Georgia counties, Elbert County has been losing population for the last 20 years, even though its largest city -- Elberton -- has been growing in that same period. (See Table 1.) Elbert County in 1960 had a population of 17,835, an actual decrease of 750 persons since 1950. Had extensive migration from the county not occurred, it is probable the county's population would have exceeded 21,000. By the same token, without excessive migration, Elberton should have counted 8,500 inhabitants in 1960 instead of 7,100.

The large shift of rural people to the urban areas which has been taking place throughout the South has had its impact upon Elbert County. What has transpired in Elbert County since 1930 is typical of most other counties in the area. Except for Clarke and Hart counties in Georgia and Anderson County in South Carolina, all the neighboring counties have shown population declines -- and the increase in Hart amounted to only 55. (See Appendix Table 1.)

The Elbert County population trend actually has been a declining one for the last 50 years, except for a nominal gain between 1930 and 40. (See Fig. 2.) Elberton's population growth also has been erratic, reaching in 1950, for the first time, a figure higher than it had recorded 40 years earlier.

It is significant that Elbert County's 1950 population total was only 100 more than that reported in 1930. Since 1930, Elbert County's population, excluding Elberton, has actually declined about 3,100, while Elberton's share of the total county population has grown from 25.2% to 39.9%. (See Fig. 3.)

### Composition

Equally important to the county's future growth is the composition of the population. Of the nearly 2,100 youngsters who were between 10 and 14 years of age in 1940, only some 1,000 are today living in the county. Of the 2,250 who were between 15 and 19 years of age in 1940, only about 1,100 today reside in Elbert County.

Elbert County's population is getting older too, contrary to the State trend. Where the 1950 median age was 25.9, in 1960 it was 27.3 (male 25.8,

FIGURE 2

POPULATION TRENDS, ELBERT COUNTY AND ELBERTON

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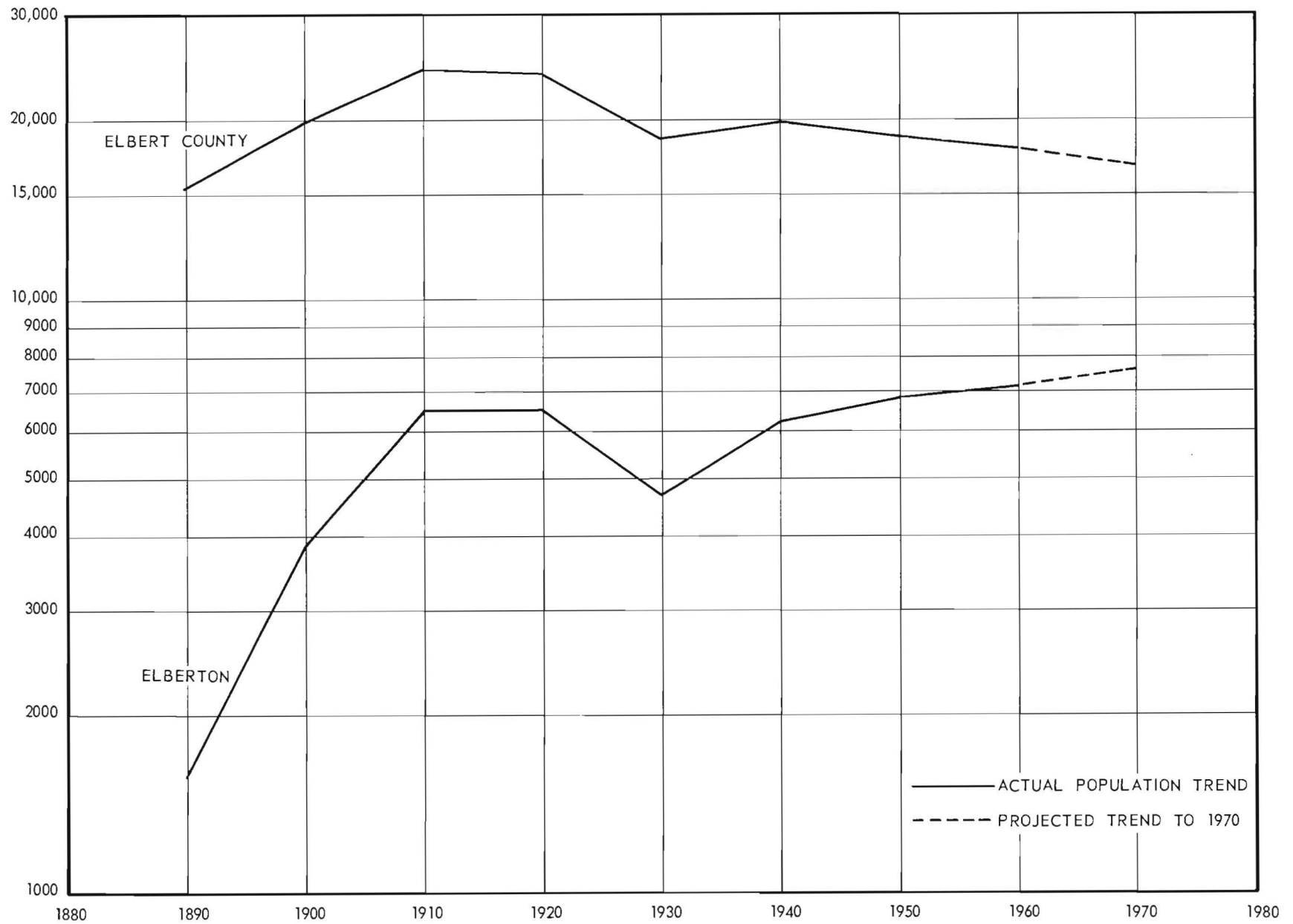


Table 1

POPULATION, ELBERT COUNTY AND ELBERTON  
1890-1960

	<u>Elbert County</u>	<u>Elberton</u>
1890	15,376	1,572
1900	19,729	3,834
1910	24,125	6,483
1920	23,905	6,475
1930	18,485	4,650
1940	19,618	6,188
1950	18,585	6,772
1960	17,835	7,107

Source: Bureau of the Census, U. S. Census of  
Population, 1890-1960.

female 28.5). For Georgia, the median age in 1950 was 26.2, and 25.9 in 1960. Every age group in Elbert County above the 40-45 age bracket has increased since 1950, although in total numbers, the largest age groups are those under 20 years.

### Projections

Based upon a population decline of 5.3% between 1940 and 1950, and of 4.0% between 1950 and 1960, the "straight line" forecast is that Elbert County will experience a 6.6% decline over the present decade and will have only 16,656 residents by 1970.<sup>1/</sup>

However, such a situation can be ameliorated by increased economic activities, especially in the creation of new jobs. There is good evidence, also, that most of the shrinkage in the farm population has already taken place. In all likelihood, with modest employment gains, Elbert County's total population decline can be retarded. If needed jobs can be developed, Elberton can anticipate a modest population increase.

There is some likelihood that the Negro segment of the population will drop even below the 32.2% in 1960, contrasted to 40.8% in 1930. The decrease in Negro population over the 30-year period amounted to 18.9%, smaller than that occurring in several of the surrounding counties.

### Income

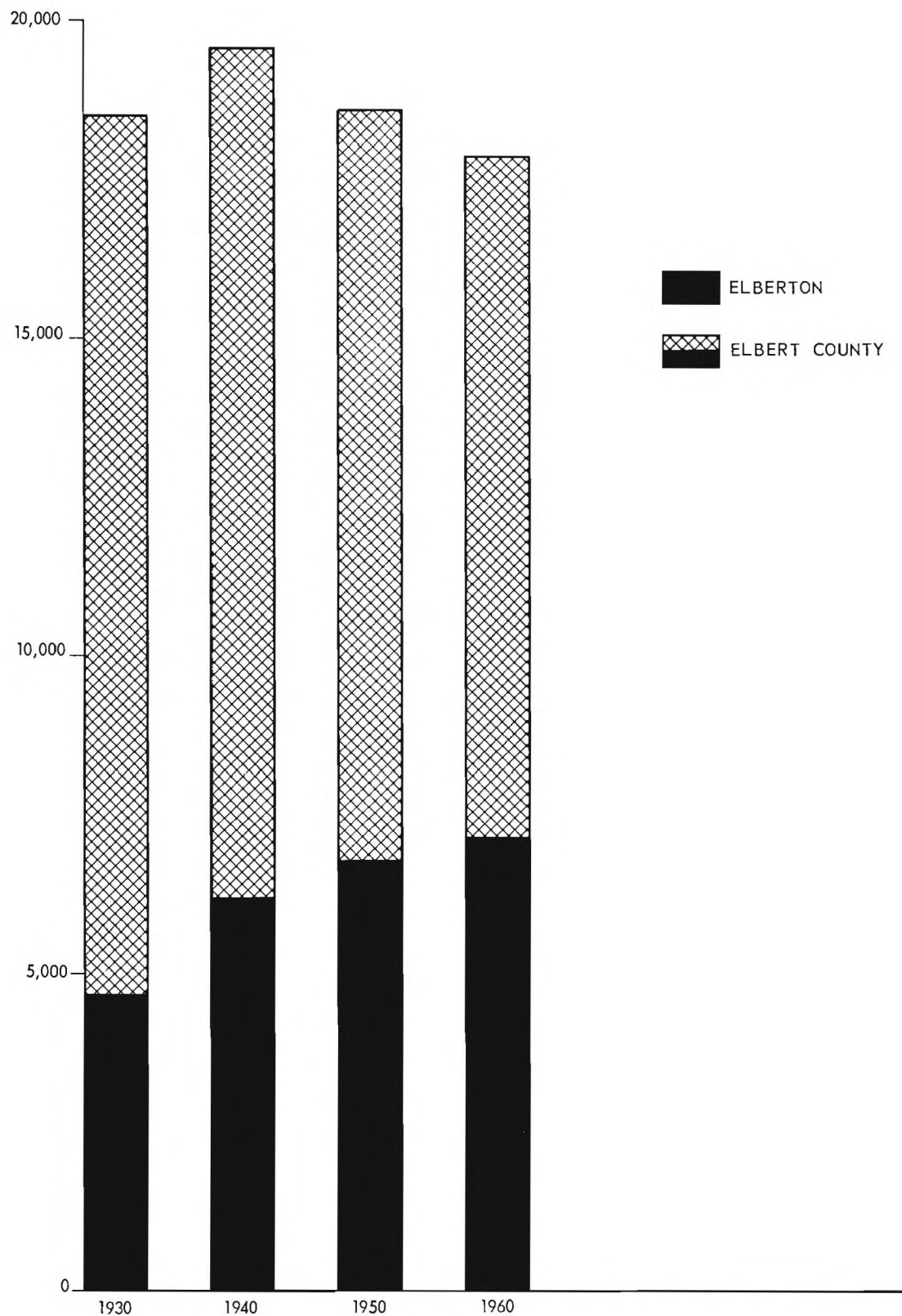
Elbert County's total income in 1959 amounted to \$19 million, of which \$13 million was realized from wages and salaries. Elbert's aggregate was higher than any of her neighboring Georgia counties, except Clarke. As a consequence, median family income of \$3,483 was also higher than all except Clarke, but was still \$825 below the Georgia average.

Equally significant, 44% of Elbert County's families had income of less than \$3,000 in 1959, contrasted to 31.7% in Clarke and 35.6% statewide.

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<sup>1/</sup> Belcher, John C., "The Population of Georgia Counties in 1970," Georgia Business, Vol. 22, No. 3, Sept. 1962.

FIGURE 3  
RELATIVE POPULATION GROWTH, ELBERT COUNTY AND ELBERTON





## EMPLOYMENT

Manufacturing, which now accounts for one-third of Elbert County's total employment, achieved the largest percentage gain of any major industry group between 1950 and 1960. (See Table 2). In that period manufacturing employment rose 68% (although all of this may not have been in Elbert County<sup>1/</sup>) and trade 44%.

Major employment losses were sustained by agriculture, forestry and fishing -- down 71.3% -- and by mining, down 68.4%.

As shown in Table 3, most gainfully employed Elbert County residents are "operatives," i.e., principally but not exclusively manufacturing workers. Other large groups are clerical and sales workers, craftsmen and foremen, service workers and professional and managerial categories.

### Manufacturing

The industrial structure of Elbert County is dominated by the granite industry, which is responsible for 56% of the total 2,350 industrial employees in the county.<sup>2/</sup>

The granite industry has the bulk of its employment concentrated in quarrying and monument manufacturing operations. Only one of these (Coggins Granite Industries, Inc.) employs more than 100 persons, and only four employ as many as 50.

The second largest manufacturing employer is the apparel industry, with two firms (Elberton Manufacturing Co. at Elberton and Wright Garment Co. at Bowman) providing jobs for 600 women and 30 men. These are the largest operators in Elbert County. A textile firm (Elberton Mills) is the third largest employer in the county.

Between 1947 and 1958, Elbert County's manufacturing employment increased 871, to a total of 1,975. Based upon current estimates, about 375 more manufacturing jobs have been created since 1958, an average rate of slightly more than 90 per year. Overall, non-agricultural employment has grown only about 100 jobs a year.

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<sup>1/</sup> Over 50% of Elbert County's workers are employed in that county, according to census data.

<sup>2/</sup> Henson, M. Dale and Robert H. McDonough, An Analysis of Manufacturing Operations in Elbert County, Technical Report No. 1, October 1962.

Table 2  
EMPLOYMENT BY MAJOR INDUSTRY  
Elbert County, 1960

	<u>Number</u>	<u>Per Cent Increase (1950-60)</u>
Manufacturing	2,127	68.0
Services	1,342	21.3
Trade	1,126	44.0
Agriculture, Forestry & Fishing	574	-71.3
Transportation, Communications & Public Utilities	349	41.3
Construction	315	-30.6
Public Administration	215	*
Mining	181	-68.4
Finance, Insurance & Real Estate	127	*

\* Per cent not shown where base is less than 200.

Source: Bureau of the Census, U. S. Census of Population, 1960.



This manufacturing growth is impressive only when compared to the non-industrialized surrounding counties. In absolute numbers, Elbert's manufacturing employment has been far outstripped by gains in Clarke County (Ga.) and Anderson County (S. C.).

In 1958, manufacturing payrolls in Elbert County amounted to \$6,153,000, contrasted to only \$2,224,000 in 1947. The payroll currently amounts to over \$7,000,000.

Elbert County's manufacturing growth has largely been in the granite industry -- which, since 1958, has added some 235,000 square feet of plant space -- and in the sewing industry, which presently employs nearly 70% of the women employed in manufacturing.

As indicated in a separate report,<sup>1/</sup> diversification possibilities in the granite industry are extremely promising, but a comprehensive research program is required to point these up. Such a proposal, initiated by the Industrial Development Division of Georgia Tech's Engineering Experiment Station, is now pending before the Area Redevelopment Administration of the U. S. Department of Commerce. Through the Elberton Granite Association, the local industry has agreed to underwrite the cost of almost one-fourth of this project, which will be concerned with management and marketing methods of the industry as well as with analysis of the granite itself, with improving products and developing new ones.

One other area presenting opportunities for growth in manufacturing is the possibility of attracting industries which are primarily oriented toward Elbert County because of its labor supply (see "Manpower Resources" below) or its geographic position. This calls for a local promotion program geared to those objectives.

#### Trade and Services

Both retail and wholesale trade in Elbert County have made satisfactory advances over the last few years. Retail sales grew to \$12,672,000 by 1958, an increase of some \$4,598,000 since 1947, but only \$1,807,000 on a constant dollar (1947-49) base. Wholesale business in 1958 amounted to \$4,484,000, an increase of \$1,324,000 over 1948 -- only \$484,000 on the same constant dollar base.

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<sup>1/</sup> Henson, M. Dale and Robert H. McDonough, An Analysis of Manufacturing Operations in Elbert County.

Table 3

EMPLOYMENT STATUS BY MAJOR OCCUPATION

Elbert County, 1960

	<u>Number</u>	<u>Per Cent Increase</u> <u>(1950-60)</u>
Professional and managerial	860	17.2
Farmers and farm managers	345	-75.7
Clerical and sales workers	932	41.2
Craftsmen and foremen	899	11.0
Operatives	1,945	36.9
Services workers	864	29.7
Laborers	495	-48.0

Source: Bureau of the Census, U. S. Census of Population, 1960.

Retail employment has been almost static since 1948. Some 538 were employed in this industry in 1958, compared to 526 a decade earlier. The payroll of the retail industry showed a \$412,000 increase in that period. Wholesale employment showed some growth, but the 1958 total was still less than 75, and the payroll increase \$156,000.

Both employment and payrolls in the service industry were larger than those for the wholesale segment. Services provided jobs for 231, with a payroll of \$315,000 and total receipts of \$1,301,000.

## MANPOWER RESOURCES

### Labor Supply

As is the case in most counties of the Northeast Georgia Piedmont area, the ease with which Elbert County can assemble a sizeable labor pool of young untrained workers is one of its greatest industrial attractions. The trainability of these potential workers is easily demonstrated.

Elbert County's labor supply is comprised mainly of rural residents from a five-county area: Elbert, Hart, Madison, Oglethorpe, and Wilkes. Within this territory, some 3,100 workers, including about 1,000 white men, are considered available, if suitable jobs can be provided. Moreover, it is logical to expect that an additional supply of workers could be drawn from the South Carolina counties of Anderson and Abbeville.

Included in the total of 3,100 persons is a substantial portion of the 880 persons reported in September 1962 by the State Department of Labor to be employed in agriculture in Elbert County. A number of these are admittedly underemployed and thus would be readily available for industrial jobs.

The Elberton office of the Georgia Employment Security Agency had on file 401 active applications in November 1962. The classification of the applicants indicate that almost one-third of those with previous experience were semi-skilled and one-sixth were unskilled. (See Table 4.)

It would be highly desirable, as Elbert County's industrial development and promotion program matures, to have a more precise count and description of the available labor pool made. Inasmuch as the labor supply is a principal drawing factor, exact and comprehensive data will make presentations more effective.

### Educational Qualifications

Only 25.1% of all Elbert County residents 25 years and older have completed high school, while 33.5% of the women 25 years and older have completed 12 years of schooling. The median school level is 8.2 years for men, 9.0 years for women.

Approximately 200 students (150 white) are graduated from Elbert County's high schools each year. Many of these file applications at the State Employment Service office, raising the educational level of the applicants, but openings for high school graduates are limited. About 37% of the white high

Table 4

ACTIVE JOB APPLICANTS, ELBERT COUNTY  
November 1962

	<u>Experienced</u>	<u>Trainees</u>	<u>Total</u>
Professional	12	4	16
Clerical and sales	66	17	83
Service and day workers	51	7	58
Skilled	37	3	40
Semi-skilled	101	45	146
Unskilled	54		54
Casual	4		4
Total	325	76	401

Source: Georgia Department of Labor, Employment Security Agency,  
Elberton Office.

school graduates from Elbert County enter college each year, but suitable employment opportunities for those who graduate are scarce.

#### Wage Rates

Wage rates in Elbert County, as developed by the Elberton office of the Georgia Department of Labor, appear to be typical of the area. (See Table 5.) The unskilled rate is \$1.15 per hour for other than the granite industry, which has a slightly higher rate.

Rates for semi-skilled tasks range from \$1.25 per hour upward to \$2.00. Skilled workers and craftsmen can expect an hourly rate of \$2.02 and above. The number of skilled jobs in the community, however, are quite limited, reflecting the absence of industrial diversification and relatively uncomplicated production processes.

#### Unions

Industry in Elbert County appears to have achieved a mature stable relationship with labor organizations. For a number of years the granite industry has negotiated with labor organizations and both the quarriers and manufacturers are operating under five-year contracts without experiencing any labor friction, work stoppages or labor-management disputes. Some of the apparel and textile operations also operate under union contracts.

In general, relationships are characterized as quite amicable with an extremely enlightened labor-management climate.

Table 5

SELECTED WAGE RATES, ELBERT COUNTY  
(December 1962)

	<u>Per Hour</u>
Granite industry	
Unskilled	\$1.20-\$1.30
Semi-skilled	\$1.30-\$2.00
Skilled	\$2.06-\$2.40
Other industry and services	
Unskilled	\$1.15
Sewing machine operators	1.15
Sheet metal workers	1.25
Truck drivers	1.25
Doffers	1.36
Welders	1.50
Carpenters	1.50
Inspectors	1.58
Millwrights	1.75
Plasterers	1.75
Weavers	1.82
Machinists	2.02
Plumbers	2.02
Electricians	2.02
Loom fixers	2.10
	<u>Per Week</u>
Office and clerical	
Clerk-typists	\$45.00-\$50.00
Stenographers	\$45.00-\$60.00
Bookkeepers	\$45.00-\$60.00

Source: Georgia Department of Labor, Employment Security Agency,  
Elberton Office.



## POTENTIAL INDUSTRIAL SITES

It is a common mistake in community industrial development to assume that a tract of unoccupied land constitutes a suitable industrial site. On the contrary, even minimum criteria can be used to determine whether any sites actually exist: the property must actually be available for industrial use, at a fixed cost, with utility services or within economic reach of needed services.

At present, no tracts in Elbert County meet these minimum criteria for industrial sites. Numerous properties have been identified as suitable for industrial development, but for one reason or another they fail to qualify as true industrial sites.

While not all industries require rail facilities, they must have electric power, water, and access roads. Power lines should be adequate for peak demands. While the serving utility usually is quite willing to install the size line a customer may require, the existence of adequate facilities is a plus factor in site selection. Adequacy of water service is often overlooked. Insurance requirements are becoming stricter in specifying the size of water mains and pressures for serving sprinkler systems.

Light manufacturing operations do not always need access to a railroad, but the property must have access roads adequate for use by motor freight. Heavy industry usually requires the service of one and preferably two railroads. Switching limits and reciprocal switching can be important factors when two railroads serve a community.

Size of the industrial site will vary with the industry's requirements, but most so-called light industries can be accommodated on 25- to 30-acre tracts, while larger installations will need up to 50 acres.

Topography becomes a major consideration when either grading costs or drainage are involved, or when special manufacturing processes are planned. A piece of land may be priced out of consideration if excessive grading is required, or if the property must be protected from flooding. Topographical differences can be used to advantage where a gravity material handling process is proposed.

Serious mistakes are often made when a location is picked only because it is available, without consideration for its surroundings. The proximity of residential areas, the flow of traffic, and overall planning of the



FIGURE 4  
INDEX MAP TO POTENTIAL INDUSTRIAL SITES

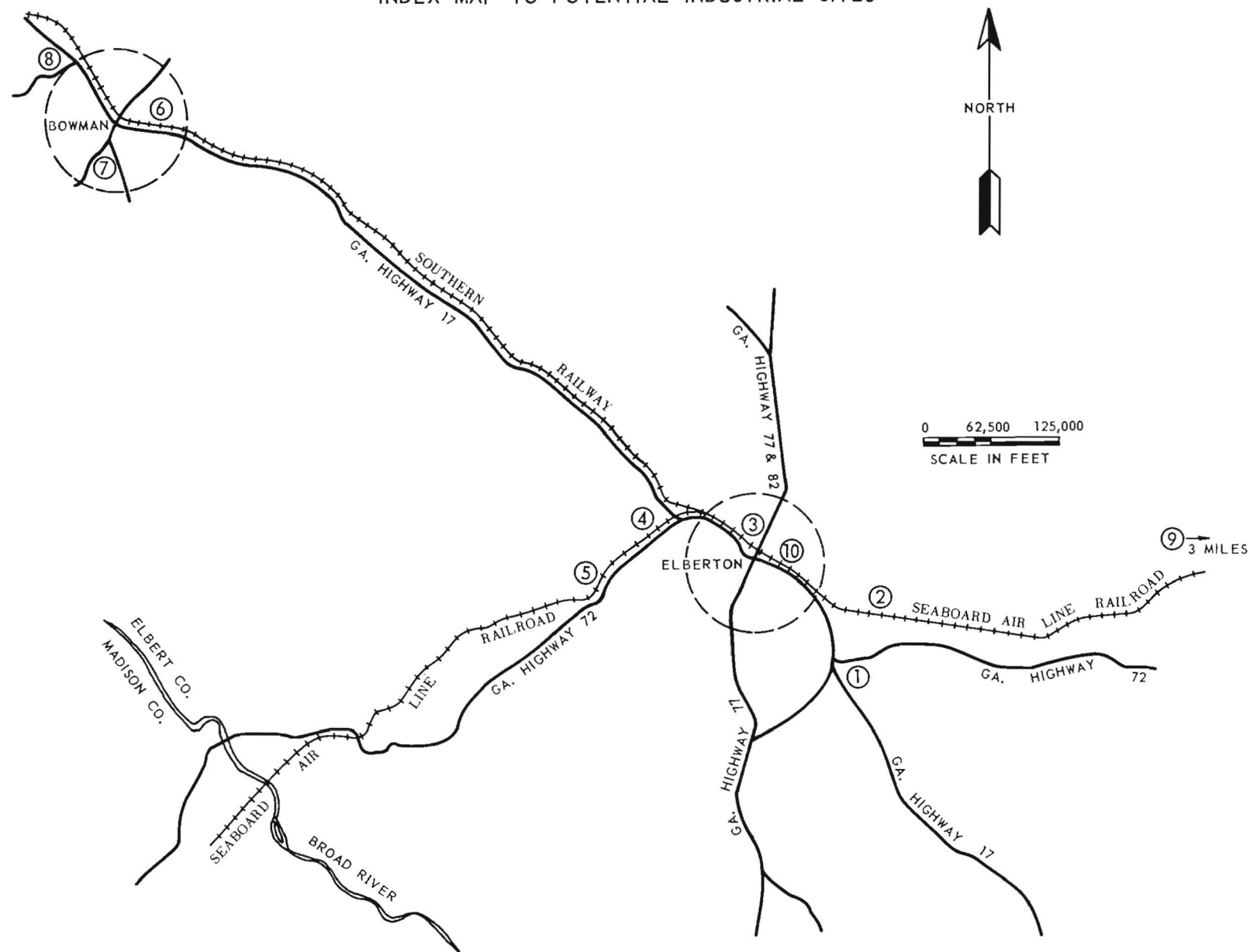
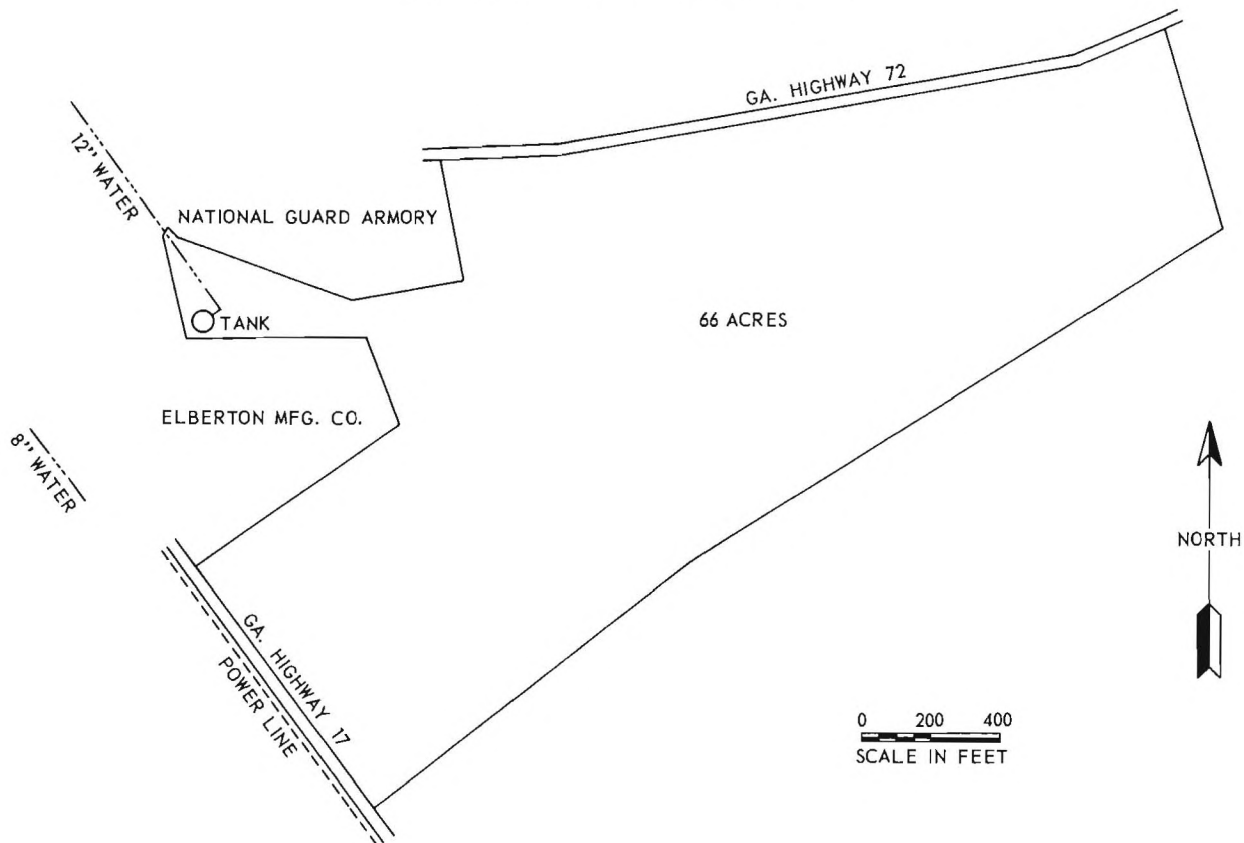


FIGURE 5  
CITY-OWNED SITE (TRACT NO. 1)



community are important to the proper development of industrial land. Zoning ordinances, if enforced to prohibit non-conforming uses, usually take care of this.

With these factors in mind, the following properties have the most potential as plant sites in the industrial development program of Elbert County. Their locations with reference to major points in the county are shown in Fig. 4. If found suitable, control through outright ownership, or at least long-term options, should be accomplished by the development group with the responsibility for that portion of the industrial development program.

#### Tract No. 1

The City of Elberton owns approximately 66 acres of land about a half-mile southeast of the city limits, between Georgia Highways 17 and 72. (See Fig. 5.) The city intends to hold this area for industrial development, but it is presently being used as the local airport. An effort to relocate the

airport is now underway and should be pursued to successful completion in order to release this property for use as an industrial site.

The location of the property is good in its access to main roads. A 12-inch water main serves a 50,000-gallon elevated tank on the western edge of the tract. Present power lines provide 3 phase, 12-kv service from the city of Elberton. The topography is relatively level, with minimum grading necessary for site preparation.

#### Tract No. 2

North of the old Middleton Road, about 1,500 feet east of the city limits, is a tract that is potentially the best rail site in the area. Two owners, Fred W. and C. R. McLanaham, have over 290 acres with easy access to the main line of the Seaboard Air Line Railroad at Swift, the local station. (See Fig. 6.) This property should be acquired for development as a rail site.

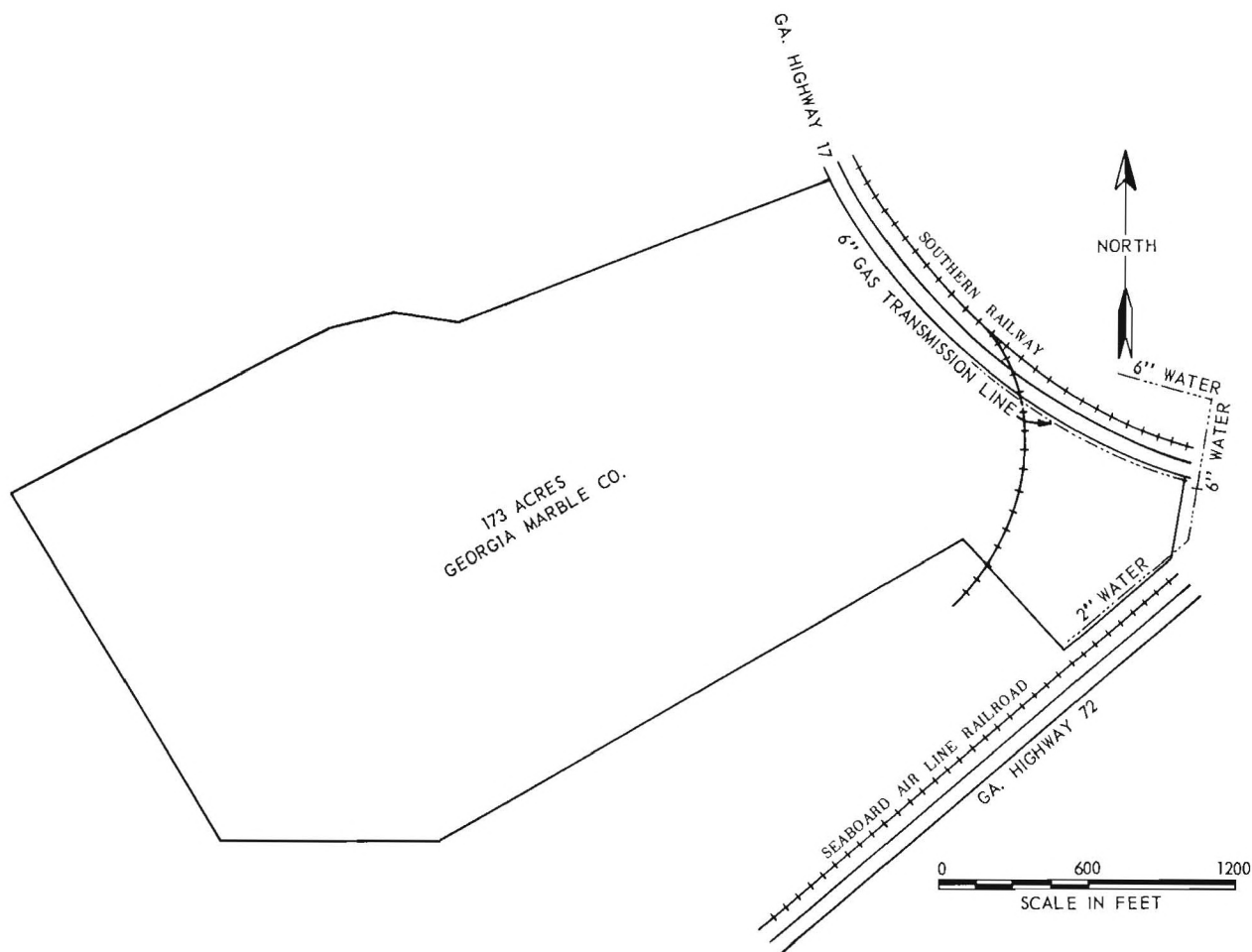
Old Middleton Road is on the southern edge of the properties. A 6-inch water main is south of the railroad, and a 12-inch main is 2,200 feet distant along the highway. Electric power is delivered by the City of Elberton to the nearby manufacturing plants over 3 phase, 12-kv lines. Natural gas would have to be extended into the property from a 4-inch line at the city limits, but new customers could not be accommodated at this time. Preliminary reconnaissance indicates that the topography is somewhat rolling to hilly in parts, with a sizeable drainage area in the center.

#### Tract No. 3

The Elberton Oil Mill property, 21 acres in the downtown area, fronts on Railroad Street, extending to Tate Street, and has a 30-foot road easement to Long Avenue. The Southern Railway tracks and right-of-way adjoin the property on the south, while the Seaboard's tracks are across Railroad Street.

The property has available 6-inch water and 4-inch gas lines at Railroad Street. A 15-inch sewer crosses the property. Georgia Power Co. has a 750-kva substation nearby with 550-volt lines to the property. It is in an area zoned industrial. The current ownership is the Coggins Realty and Investment Co.

FIGURE 7  
ALTERNATE RAIL SITE (TRACT NO. 4)



Tract No. 4

Approximately 173 acres west of the city limits at the intersection of Georgia Highways 17 and 72 are owned by the Georgia Marble Co. (See Fig. 7.) It is adjacent to the Seaboard Air Line Railroad on the south and a spur from the Southern Railway crosses Highway 17 into the property. There is a 6-inch water line on Highway 17 and a high pressure 6-inch gas line. Three-phase 12-kv power lines of the City of Elberton serve the area; Georgia Power Co. also has a 44-kv line in the vicinity. The eastern half of the property is relatively level, but both topography and actual availability should be investigated further.



Tract No. 5

Approximately two miles from the western city limits on Georgia 72 is a tract of 115 acres owned by Mrs. H. H. Herndon. It lies northwest of both the highway and the Seaboard Railroad. The expense which would be involved in extending utilities to this property immediately limits the appeal it may have.

Tract No. 6

Of three tracts examined in the Bowman area, this is the only one with access to a railroad -- the Southern. This potential site consists of 27 acres within the city limits, east of the business center and north of Highway 17 and could be served with city utilities. Access to Georgia Highway 17 would be made by crossing the Southern tracks. Mrs. M. W. Fortson is the owner; the availability of the land is undetermined.

Tract No. 7

W. A. Campbell owns approximately 28 acres in Bowman south of the business center and east of Georgia Highway 172. He has indicated that it would be available for development. A firm option on the property should be obtained by the local development group.

A power substation is at one corner of the property and a power line crosses a portion of it. This line might have to be relocated for maximum utilization. City water and gas are close by and could be extended to the site at a reasonable cost, but size of these lines may limit the service availability.

Tract No. 8

The third plot of approximately 25 acres just north of the Bowman city limits is bounded by Georgia Highway 17 on the north. The Southern Railway is across the highway from this property. That portion of the property fronting on the highway is relatively level, but it drops off somewhat to the west. City utilities and power could be extended to the property. Mrs. Saddle Carrington is listed as the owner.

Tract No. 9

Near Heardmont in the extreme eastern sector of Elbert County, approximately two miles from the Savannah River and 10 miles from Elberton is a 500-acre tract that could be developed as a heavy industry site. The principal merit of this site rests in the proximity to the river for an operation whose water requirements would be extremely large.

The preferable water source would be an arm of Van Creek; if Trotters Shoals Dam is built, this will be an embayment of the reservoir. The Seaboard Air Line Railroad bounds the area on the south, with clay roads on the east and west sides. The land is relatively level, and partially cleared. This is in the service area of Hart County Electric Membership Corporation.

Tract No. 10 - Industrial Building

The former Cotton Mill property in Elberton along the Seaboard Air Line tracks consists of a 5.7-acre site and a brick building of 53,720 square feet. An additional 20,660 square feet in warehouse space is provided. The property has a 50,000-gallon water tank for the sprinkler system. A 6-inch water main and 12-inch sewer cross the property. A 6-inch gas main is about 400 feet to the north. Three-phase 12-kv power is also available.

## LOCAL DEVELOPMENT PROGRAM

Elbert County's latent desire to step up its creation of job opportunities has been handicapped by the lack of continuity and a suitable organization to formulate a community program. Several groups have, from time to time, participated in individual projects and then appear to have lapsed into hibernation, waiting to be roused for the next project.

About 1955, the Elberton Development Corp. was formed to acquire a tract of land, construct and lease a building for Elberton Manufacturing Co. The corporation raised \$65,000 for this venture initially. Its officers have indicated, unofficially, no desire to repeat this effort.

The Elbert County Chamber of Commerce has an industrial development committee, but this group is relatively inactive.

The Elberton Redevelopment Corp., with participation of a number of the same individuals who are active in the other civic groups, of late has assumed leadership in local development efforts. It has not yet produced a program which would enable various elements of the community to know their function and interrelation.

Early decisions need to be made on the amount of effort to be devoted to development and to promotion. Especially needed are policy decisions as to the kinds of industry which will be actively sought, any inducements to be offered, and commitments which can be made. An established vehicle for handling financing of industrial buildings should be developed. Consideration should be given to the feasibility of establishing a county-wide authority to use revenue bond financing for this purpose.

One other major deficiency is in the absence of usable promotional materials. Part of the function of a central development agency ought to be the production of such materials, planned specifically to answer questions which industrial prospects will raise. Such materials are inherently different from handout pieces for tourists, school students, and related random inquiries.



## TRANSPORTATION

Data collected for this study indicate that the modes of freight transportation in Elberton and Elbert County have changed considerably within the last decade, with much of the freight formerly shipped by rail now being carried by truck and bus.

The national trend has shown a decline in the railroads' share of the total intercity freight, with truckers and bargers reaping most of the benefit. Railroads, carrying 67% of the nation's intercity freight in 1946, dropped to 43% in 1960; on the other hand, truckers raised their share from 9% to 23% and river and canal carriers from 3% to 9%. While railroad actual ton-milage has fallen only 3% in 15 years, rails have failed to keep up with the increase of total intercity freight tonnage -- up 51% since 1946.

Elbert County has not experienced a growth in transportation traffic and services equal to the U. S. average. Since 1950, outbound tonnage by all modes of transportation has increased, primarily due to a 30% increase in shipments by the granite industry; total inbound freight has made only slight gains. The railroads today not only have a smaller share of Elbert County's total traffic, but they also have suffered a 40% loss in freight tonnage since 1954.

### Rail Service

The Seaboard Air Line Railroad (main line) and Southern Railway System (branch line) each maintain agency stations in Elberton. Both railroads experienced serious losses of freight and passenger traffic during the 1950's, while small gains in both inbound and outbound freight have been achieved since 1960.

One road reports a decline between 1954 and 1960 of 58% in freight originating at Elberton. This is due primarily to the granite industry's increased use of motor carriers and private trucks. Inbound tonnage gained 4.8% during the same period, marked by a 13% increase in 1960 over the previous year. The other line reports a general decline over the past decade; the amount of freight and passengers it currently carries is negligible.

Shipping time is a major factor in the transition from rail to truck. Table 6 compares time in transit from Elberton to New York, Chicago, and



Detroit. Rail shipments often lose additional days in pick-up and placement for non-rail customers.

Table 6

DAYS IN TRANSIT FROM ELBERTON TO MAJOR CENTERS

	<u>Carload</u>	<u>Truckload</u>	<u>Less-than-carload</u>	<u>Less-than-truckload</u>
New York	3 to 5	2 to 3	7 to 10	3 to 4
Chicago	4	2 to 3	7 to 10	3 to 4
Detroit	5	2 to 3	11	3 to 4

Pick-up, delivery, and reciprocal switching services are offered by each railroad. The nearest "piggy-back" facility is at Athens, 35 miles west of Elberton. This service has not only the maneuverability of a truck in pick-up and delivery and speed from a right-of-way unobstructed by highway traffic, but also costs less than truck transportation. Although piggy-back accounts for only 2% of the nation's rail carloadings, some authorities feel it will eventually capture 60% of all rail shipments. Five piggy-back plans are available, and should be investigated by Elbert County industries for determining which could profitably utilize existing rail lines and common, contract, and private trailers.

Truck Service

Three State highways -- Georgia 17, 72, and 77 -- pass through Elberton, but no U. S. or Interstate highways traverse the county.

Freight moved by truck from Elberton and Elbert County has more than doubled in the last 12 years. This growth enjoyed by both common and contract carriers has been due as much to a 30% production increase by the granite industry as to loss of shipments by railroads. Over 30 truck lines are authorized to serve Elberton and Elbert County, but the bulk of the freight is handled by three carriers -- Argo Trucking Co., Harper Motor Lines, Inc., and Watson-Wilson Transportation System. Several of the larger Elberton industries operate private truck fleets.

One major carrier reported a 10% gain in outbound tonnage for January through October 1962 compared with the same period of 1961, and a 73% increase in incoming freight (previously about 10% of its total). This line reports

the growth rate in outbound was characteristic of the past 10 years. Another trucking firm increased outbound tonnage 82% between 1950 and 1956, and 29% between 1956 and 1960.

Argo Trucking Co., a local contract hauler, and Harper Motor Lines, Inc., a regular-route common carrier, maintain terminals in Elberton; Watson-Wilson Transportation System, also a common carrier, serves Elberton daily from Athens. All three truck lines handle intrastate and interstate shipments to and from the area.

#### Bus Service

Greyhound Lines operates eight buses through Elberton every 24 hours -- four northbound to New York via Columbia (S. C.) and four southbound to New Orleans via Athens and Atlanta. In September 1962, Trailways initiated a schedule between Atlanta and Augusta serving Elberton. Greyhound reports a slight increase in passenger revenue over the last five years (1957-1962) despite a 10% decline in the number of passengers. This increase is due to the addition of more through-service schedules; Elberton passengers are traveling further. Total revenue increased 25% between 1957 and 1962, with a 70% rise in express volume. Because of the rapid station-to-station delivery, shipments of parcels under 100 pounds are expedited by bus. Apparel, flowers, tools, auto and machine parts, and drugs are the items most frequently shipped. Athens and Atlanta are the major points of parcel shipments.

#### Air Service

Commercial air service is available at Athens, Anderson (S. C.), and Greenville (S. C.). Normal driving time to the Athens and Anderson terminals from Elberton is approximately one hour; to the Greenville terminal it is one and a half hours. A sod landing strip is presently being used by small private planes at Elberton. This area has been recommended as better suited for industrial use, and another site for the local airport is being developed.

#### Water Transportation

Barge service is currently available from Augusta, 70 miles southeast, via the Savannah River to the Port of Savannah and the Atlantic Ocean. Though Elbert County lies on the Savannah River, there are no plans for extending the present nine-foot channel for barge traffic beyond Augusta. There are no

markets nor industrial operations on the Savannah north of Augusta large enough to justify the expense of extending the channel above the Fall Line. Prior to the completion of the nine-foot channel, brick was moved from Augusta on small barges requiring only five-foot depths. Further investigation would be needed to determine if limited shallow-craft transportation would be economically feasible for Elbert County.



## MINERAL RESOURCES

The quarrying and processing of dimension granite is the principal industry in Elbert County. Although the second largest tonnage producer of dimension granite in the State, Elbert County in 1961 was first in value, with a total of \$1,736,000. Over 60 firms are active in or directly related to the granite industry, and Elberton is the center for the cemetery monument industry in Georgia. Granite for road stone and building sand are also mined, but account for only a small percentage of the county's total mineral production. Scrap and sheet mica were produced in small amounts in the early fifties.

A deposit of sillimanite, with reserves estimated adequate to produce 54 million tons of refined ore, is located in Elbert, Hart, and Madison counties. This is the only known large deposit of high quality sillimanite in the United States. Further study of the sillimanite and its potential uses is urged, as this may provide additional expansion of Elbert County's mineral industry. Other minerals that occur in the county are graphite, feldspar, iron ore, beryl, gold, and gem quartz suitable for cutting into stones.

### Granite

Elberton is the processing center for the granite mined in Elbert, Madison, and Oglethorpe counties. Twenty firms operate quarries in Elbert County; eight of these also quarry in Oglethorpe County and one in Madison County. (See Appendix Table 2.) Two other companies quarry only in Oglethorpe County. Sixteen of the Elberton firms also manufacture cemetery monuments. Quarries in the three-county area support some 40 additional firms in Elberton, of which 33 manufacture monuments.

Over 96% of Elbert County's production is dimension granite for monumental, architectural and building uses, curbing, flagging, and rubble. Elbert County granite has consistently had the highest average per ton values in the State.<sup>1/</sup> (See Table 7.)

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<sup>1/</sup> Georgia dimension granite in 1961 averaged \$25.34 per ton, compared to \$1.46 per ton for crushed granite. Dressed monumental granite ranges from \$90 to \$120 per ton, building and architectural granite \$30 to \$60 per ton.

Table 7

## DIMENSION GRANITE SOLD OR USED BY ELBERT COUNTY PRODUCERS

<u>Year</u>	<u>Elbert County</u>			<u>Rest of Georgia</u>
	<u>Short tons</u>	<u>Value</u>	<u>Value per ton</u>	<u>Value per ton</u>
1949	36,606	\$1,367,140	\$37.35	Not Available
1951	37,967	1,271,514	33.49	\$14.26
1954	43,398	1,561,490	35.98	14.12
1956	39,993	1,399,140	34.98	24.68
1959	47,725	1,410,882	29.56	20.27
1960	39,255	2,177,929	55.48	22.05
1961	48,010	1,736,085	36.16	21.06

Source: U. S. Department of the Interior, Bureau of Mines, Minerals Yearbook, 1951-1961.

Although granite production in Elbert County has fluctuated during the past 13 years, production increased 31% between 1949 and 1961, while total value went up 27%. These increases are due not only to the added number of quarry operators and mechanization processes, but also to the newly developed architectural and construction uses, which now account for about 10% of the county's granite sales volume. An analysis of Elberton granite is shown in Table 8.

Dimension granite is mined in six Georgia counties in three areas: Elbert, Madison, and Oglethorpe; DeKalb and Rockdale; and a small amount in Hancock. Elbert County produces nearly 30% of the State's tonnage and over 40% of the value. (See Table 9.)

### Sillimanite

Large deposits of sillimanite -- the only ones in the United States of high industrial quality -- have been found in Elbert, Hart, and Madison counties. The strike runs southwest to northeast beginning two miles east of Comer and passing just east of Bowman and Hartwell. The richest zone is near the center of the belt between Holly Creek, southwest of the Elbert-Madison county line, and Little Coldwater Creek, south of Hartwell. The sillimanite content ranges from a very small percentage up to 50%. Based on an average of 15%, a reserve of 54 million tons of refined ore is estimated in the three-county area.

Sillimanite is one of the minerals most suitable for high temperature refractories and does not require pre-calcining, as do kyanite and andalusite. It is used for porcelain in spark plugs, high grade refractory brick, crucibles, saggars, boiler linings, high temperature cements, linings for indirect-arc and heat treating furnaces, pyrometer tubes, and glass tank blocks. Small deposits of sillimanite have been discovered in North Dakota and Idaho and other areas, but are relatively unimportant. Sillimanite-bearing shist found in South Carolina is of a finer grain than the Georgia mineral and not as well suited for commercial purposes.

Samples of the Georgia sillimanite were tested in the forties with positive and encouraging results, and as late as 1955, sample drillings were made



Table 8  
 GRANITE ANALYSES OF THE ELBERTON DISTRICT<sup>1/</sup>

	<u>Per Cent</u>
Silica (SiO <sub>2</sub> )	69.83
Alumina (Al <sub>2</sub> O <sub>3</sub> )	16.56
Iron Oxide (Fe <sub>2</sub> O <sub>3</sub> )	1.36
Lime (CaO)	1.94
Magnesia (MgO)	0.45
Soda (Na <sub>2</sub> O <sub>3</sub> )	4.74
Potash (K <sub>2</sub> O)	5.03
Loss on Ignition	<u>0.47</u>
	100.38

<sup>1/</sup> Average of analyses compiled by Georgia Geological Survey.

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Source: The Elberton Graniteer, Winter 1958.

for a Jacksonville (Fla.) concern. An analysis of non-magnetic sillimanite concentrates showed the following:

	<u>Per Cent</u>
SiO <sub>2</sub>	39.69
Al <sub>2</sub> O <sub>3</sub>	57.95
TiO <sub>2</sub>	0.20
Fe <sub>2</sub> O <sub>3</sub>	<u>0.99</u>
Total	98.83
Calculated sillimanite	92.30

Further study should be made of the area and a number of deeper drillings analyzed, as selective mining for richer concentrates would be especially attractive. In this connection, specific rail and road access would have to be developed.

#### Sand and Gravel

Sand and gravel operations constitute a minor segment of Elbert County mineral activity, although nearly 9,000 tons, valued at \$6,000, were mined in 1961. Sand and gravel tonnage has more than tripled between 1959 and 1961. Currently, two concerns are active in this field; a third operated in the county until 1956.

#### Mica

Sheet and scrap mica was last mined in Elbert County in 1955. Nearby Hart County has been one of the State's leading mica producers.

Table 9

DIMENSION GRANITE PRODUCED IN ELBERT COUNTY  
AS PERCENTAGE OF TOTAL STATE PRODUCTION

<u>Year</u>	Per Cent of <u>Volume</u>	Per Cent of <u>Value</u>
1951	33.4	58.2
1954	22.4	42.4
1956	33.0	41.2
1959	29.5	38.0
1960	26.3	47.4
1961	28.3	40.4

Source: U. S. Department of the Interior, Bureau of  
Mines, Minerals Yearbook, 1951-1961.

## AGRICULTURE

Elbert County's agricultural economy has been subjected to major changes in the last three decades. As Georgia has gone from a predominantly rural state to urban status, the number of Elbert County farms has declined 58% -- from 2,427 in 1929 to 1,023 in 1959. Total farm acreage dropped over 62,000 acres from a high of 179,974 acres in 1934 to a low of 117,749 in 1959; at the same time, the number of acres designated as cropland declined by over 67,000 acres.

During the same 30-year period, the average farm size almost doubled and the number of acres in pasture increased over five times. An additional 10,000 acres of farm land were converted to forest production. The average value per farm acre nearly quadrupled. (See Table 10.)

Gross earnings from four commodity groups -- poultry, cotton, livestock, and grains -- nearly doubled between 1949 and 1959. In that decade, poultry became the leading commodity in Elbert County's agriculture, accounting for 46% of the gross. (See Table 11.) Cotton is now the second major crop and livestock third, with total gross earnings over \$3 million. Thus, the trend in Elbert County farming is to volume production from small acreages as well as to high-value products with minimum labor requirements. Since 800, or nearly four-fifths, of the 1,023 farms crop less than 50 acres annually, and since the average age of farm operators is now 50.3 years, young people are finding little opportunity for a livelihood in this sector of the economy.

Based on information obtained from agricultural leaders in Elbert County and a number of other sources, several possibilities for expanding agricultural activities deserve consideration. These appear to fit certain basic assumptions: the inability of small part-time operators to obtain financing, consistency with present agricultural practices and part-time management, limited labor requirements, and marketing ease.

### Commercial Feed Lot

A commercial feed lot has several attractions. First, labor and supervision requirements are at a minimum. Second, a potential is created for the development and expansion of satellite businesses, either supplying the needs of the feed lot or utilizing end products and by-products. Third, buyer and seller are attracted by the improved product quality and the handling and

Table 10  
FARM LAND USAGE, ELBERT COUNTY  
1929-1959

	<u>1929</u>	<u>1939</u>	<u>1949</u>	<u>1959</u>
Number of farms	2,427	1,893	1,828	1,023
Total farm acres	164,276 <sup>1/</sup>	177,579 <sup>1/</sup>	175,578 <sup>2/</sup>	117,749 <sup>2/</sup>
Acres in cropland	97,810	96,450	74,751	30,558
Acres in pastureland	9,365	18,839	50,003	48,779
Acres in woodland	48,140	53,035	78,136	58,532
Average farm size (acres)	67.7	93.8	96.0	115.1
Average value per farm acre	\$25.90	\$17.17	\$45.63	\$91.31

<sup>1/</sup> Includes unclassified land (1929 average 3.7 acres per farm, 1939 average 4.8 acres per farm).

<sup>2/</sup> Double-cropped land: 1949 average 14.9 acres per farm, 1959 average 10.8 acres per farm.

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Source: U. S. Department of Commerce, Bureau of the Census, Census of Agriculture.



feeding efficiencies, stimulating the growth of the market. Fourth, more efficient use can be made of the wide variety of pasture grasses readily grown in the area.

A substantial number of cattle are being grown in Elbert and the eight surrounding Georgia and South Carolina counties -- over 45,000 head were sold in this area in 1959.

Management is the key to a successful feed lot program. It must set minimum standards to prevent a wide grouping of cattle of different grades, and work for a steady flow of animals. While developing a supply of cattle, it must also promote markets for them.

### Vegetable Processing

The expansion of truck farming will depend upon availability of markets. In 1959, Elbert County produced from 233 acres \$20,899 worth of vegetables for the market; in 1949, 32 farms produced only \$3,829 worth of vegetables on 75 acres. The variety of vegetables included tomatoes, bell peppers, okra, sweet corn, cabbage, blackeye peas, squash, lima beans, pole beans, watermelon, cantaloupe, and various berries.

The size and scope of production, averaging 3.5 acres per farm, is not sufficient to attract a contract canning operation or to operate efficiently under mechanization. However, a potential exists for a program of specialty packs.

Prepared-packaged (prep-packed) fresh vegetables involves the preparation of vegetables by washing, grading, cutting, shelling, packaging in attractive consumer size units (usually clear plastic bags) and refrigerating to insure freshness. No cooking or freezing is involved in this process; it is suited to areas where the supply is obtained from small producers growing crops under a coordinated planting and harvesting program.

Such a program would encourage small acreage production, require a limited number of unskilled but dexterous workers and a modest capital outlay. One or more of the existing community canning sheds could be converted for this purpose. Disadvantages are the need for refrigeration, thus limiting the distance that markets can be served, the restricted storage capacity of the product, and the hazards of spoilage loss.



Table 11

GROSS EARNINGS FROM MAJOR CROPS, ELBERT COUNTY  
(In thousands of dollars)

	<u>1949</u>	<u>1954</u>	<u>1959</u>
Gross Earnings	\$1,711	\$2,234	\$3,059
Poultry	19	297	1,399
Cotton	1,166	1,331	982
Livestock Total	172	181	420
Cattle and calves	153	160	391
Hogs and pigs	19	21	29
Grains Total	354	425	258
Corn	167	105	66
Oats	138	215	75
Wheat	49	105	117

Source: U. S. Department of Commerce, Bureau of the Census,  
Census of Agriculture.

### Sorghum Syrup

Sorghum cane production in Elbert County is largely for silage and other fodder uses in cattle feeding. In 1959, the county produced 1,837 gallons of cane syrup from 18 acres on six farms. Sorghum syrup has a ready market in Georgia, being a product with good storage qualities. In commercializing this business, now largely custom production, there is an opportunity to develop a product name for the county. It would create a small demand for unskilled seasonal labor, and permit small acreage production. The market area to be served would be determined by transportation costs. Major disadvantages are the short production season and the need for adequate processing and storage facilities.

### Certified Seeds

Certified seeds are an excellent market item if properly identified under established marketing procedures. This program lends itself readily to small acreages. For a number of years, Elbert County has produced, through natural selection, a crimson clover variety superior to other strains in use in this area. Certification of this seed should not be difficult; it could furnish a basis on which the farming community could build a program. The major obstacle is the labor and machine costs at harvest time. Additional costs may be encountered in increasing fertility to achieve economical seed yields, with the risk of losing an entire crop because of inclement weather.

### Poultry Processing

A poultry processing plant for the northeast area of Georgia has considerable merit. An adequate supply of chickens (over 18 million birds) are grown in Georgia within 30 miles of Elberton.

Elberton Poultry Co., a cutting and packaging plant, is cutting 12,000 to 15,000 pounds of broilers a week and packaging up to 45,000 pounds of ice-packed broilers a week. This company buys all its chickens from processors in Athens and Gainesville, and its sales are subject to wide seasonal fluctuations.

However, arrangements for establishment of a poultry processing plant in Hartwell or Hart County are well advanced, and the supply of chickens at present is inadequate to support a plant in Elbert County. Agricultural

leaders feel that if the proposed Hartwell project does not materialize, then Elbert County interests might investigate the possibilities more intensively.

## FORESTRY

Elbert County had 154,500 acres (67.1% of its total area) classified as commercial timberland in 1961. Farmer-owner timber tracts accounted for 58,532 acres, but averaged only 57 acres per farm. (See Table 12.) Absentee owners and private corporations (other than woodworking or pulp companies) controlled 51,388 acres. The area has an estimated net volume of 1,258,000 cords of all timber -- 589,000 cords of pine, 5,000 cords of other softwoods, and 664,000 cords of various hardwood varieties.

Of the total 154,500 acres growing timber, 26% -- about 41,000 acres -- is controlled by pulp and woodworking companies and cannot be considered as available to the general market.<sup>1/</sup> With 38% in small farm tracts, only 36% of the total area would be a prime supplier for a major wood-consuming industry. Thus, the quantity of wood available locally to such an industry would probably not exceed 214,000 cords of softwood varieties and 239,000 cords of various hardwoods.

This points up the need for a county-wide technical woodland management program. When Elbert County's per acre yield (3.8 cords of softwoods and 4.2 cords of hardwoods) is compared with the average yield of 32 North Central Georgia counties (4.6 cords of softwoods and 4.6 cords of hardwoods) and the state average (5.4 cords of softwoods and 4.8 cords of hardwoods), this need is underscored. With establishment of a technical management program, on a nominal cost to the individual farmer or woodlot owner, a county-wide rotation program for cutting and reforestation could be established. The increase in the timber potential would create an opportunity for full-time sawmill operations in contrast to the present part-time ones. It would also encourage planing and mill work, increasing the potential for furniture and wood by-product processors.

This is a long-range program. The size of farmer-owned wood lots in Elbert County, the average age of farm operators, and the minimum cutting cycle of about 10 years all operate against immediate results, but also stress the need for positive action if potentials are to be realized some years hence.

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<sup>1/</sup> Estimated from Elbert County tax records.

Table 12

NET VOLUME OF ALL TIMBER, ELBERT COUNTY,  
NORTH CENTRAL AREA AND GEORGIA

(In thousands of cords)

	<u>Elbert County</u> <sup>1/</sup>	<u>32 North Central Counties</u> <sup>2/</sup>	<u>Georgia</u> <sup>3/</sup>
Pine	589	18,884	130,639
Other softwood	5	26	8,098
Soft hardwood	245	8,141	62,327
Hard hardwood	419	10,925	60,845
All varieties	1,258	37,976	261,090

1/ 154,500 forest acres.2/ 4,091,500 forest acres.3/ 25,772,200 forest acres.

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Source: U. S. Department of Agriculture, Forest Service, Preliminary Forest Survey Statistics for Georgia, 1960-61.



### Post Treatment Plant

Heavy infestation by the southern pine beetle, which attacks growing trees, makes a local market for wood desirable in Elbert County, for the only known method of control is to cut down and treat each infected tree. Normally, pulping of these trees would be a suitable solution, but the majority of trees grown and consequently cut under the control program are on small farm lots. Pulpwood haulers cannot afford to buy wood in such small scattered units.

A small "double diffusion" treatment plant, using a water-base preservative, could be developed as a sideline by one of the wood products firms now in operation. Fence posts delivered to a treatment plant will bring about half the price of pulpwood. Because it can utilize small units of wood, a post treatment plant would enable the farmer to market this infected wood in small lots. It would serve as a source of supply for fence posts in the community, create some demand for unskilled seasonal labor, and open a market for low-grade hardwood. With treatment of construction and framing pieces, the operation could reduce some of the seasonal fluctuations.

Elbert County has a nucleus of wood craftsmen largely employed in the granite industry making patterns. Utilizing these skills, a potential exists for developing a wood crafts industry, particularly producing low-volume high-margin products such as ladder-back chairs, cobbler-bench coffee tables, hand-carved trays and lamps, and other "mountain type" products designed for sale through specialty shops and furniture and decorator stores. Market acceptance may well be the key to success. An industry of this nature, in addition to the employment advantage, can utilize local materials.

## TOURISM

Increased attention is being directed to Georgia's vast potentials for developing a genuine tourist and recreation industry. Travel expenditures in Georgia during 1961 amounted to an estimated \$297,000,000, involving over 42,000,000 traveling persons.<sup>1/</sup>

An opportunity exists for Elbert County to increase its share in this growing industry by taking advantage of its natural and historic resources. But, since it is not on a major highway at present, and since it will be some 30 miles from Interstate Highway 85 when it is completed, local tourist and recreation attractions will have to be well planned, of wide interest, and have maximum publicity to draw people to the area.

An average of 1,300 vehicles daily cross the Georgia-South Carolina border along Georgia Highway 72. About 10% of these are passenger cars from other than Georgia or South Carolina. Applying the averages of the statewide tourism study, some 130 cars and about 390 persons who might spend a total of over \$4,500 -- if all stopped for a one-day stay in Elbert County -- is the present daily potential. Obviously, the income being realized presently is far short of that figure.

Elbert County has natural and historic attractions, and the impending construction of the Trotters Shoals Dam with its tremendous reservoir will increase the potential of economic gains from tourism and recreation developments. To capitalize upon these advantages, a thorough analysis of points of interest and potential recreational sites should be an initial step in an action program. To insure the program's success, one community organization suited for coordinating such a program should accept the responsibility. The Elbert County Chamber of Commerce could be most effective in this endeavor.

### Accommodations

There are two motels in Elberton with a total of 42 units. The Samuel Elbert Inn located in the central business district has 50 rooms.

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<sup>1/</sup> Keeling, William B., Travel Survey of Georgia, 1960-1961: An Economic Study of Tourism & Recreation, Bureau of Business Research, University of Georgia, 1961.

Three of 10 eating places serve regular meals, the others only sandwiches and snacks. Only one of the restaurants has a location convenient for tourists. A total of approximately 400 persons can be served in the restaurants.

Large gatherings can be held in the Elbert County Armory, which can accommodate up to 1,000, and the American Legion Hall, which can seat up to 600. Other places used regularly for meetings include the Samuel Elbert Inn, Country Club, Elks Club, and the Moose Club.

### Potential Projects

Elbert County's location, topography, natural resources, and history can all be used in a comprehensive program. Northeast Georgia has an excellent climate for a long season of outdoor activities (up to six months). The hilly terrain can provide a multitude of camp sites. The granite industry could offer interesting experiences that people would well remember. The historical past of Elbert County holds stories that would interest many.

Camp Facilities: Camping and outdoor exploration are rapidly gaining popularity among families with increased recreation time, both for weekend outings and on longer travel-trailer trips. The proximity of Elbert County to metropolitan Atlanta (a little over two hours) places it within reach of over a million persons. In one Elbert County state park alone, over 27,000 persons have used the facilities in one year for outdoor activities.

Requirements for camp sites are easily met at a minimum cost. Adequate roads, cleared camp sites, permanent stoves and tables, sanitary facilities, and water generally are all that is expected by the most comfort-minded camper.

Whether privately or publicly operated, the community gains from this type of program. Visitors spend money, and, if favorably impressed, will recommend the area to others in addition to coming back themselves.

Water Recreation: Although still in the future, the probability that Trotters Shoals reservoir will some day exist practically at Elberton's door presents a serious challenge and a tremendous opportunity. The influx of recreation seekers and increased activities in swimming, boating, fishing and lakeshore home sites will not only bring economic rewards but accompanying problems. This prospect calls for substantial preparation and planning now.

Local interests have suggested the possibility of a state-operated year-round recreation and convention complex similar to that on Jekyll Island.

If this is to be advanced, potential locations, availability of property, and preliminary proposals should be developed.

In another area, sub-division and minimum sanitation regulations will be required in order to insure proper development of the lakeside areas.

State Parks: Two state parks in the extreme southern end of Elbert County are among the principal established recreational attractions. One of these, Bobby Brown State Park, has over 630 acres set aside for outdoor activities -- fishing, camping, boating, water skiing and group cookouts. This park, established in 1957, is on the Clark Hill Reservoir at the confluence of the Savannah and Broad rivers. Between July 1961 and June 1962, 25,746 persons used the park facilities. Most intensive use of the facilities occurs between April and September, with 80% of the visitors being counted in that period. A full-time superintendent is in charge of the park.

Nancy Hart State Park, presently undeveloped, has five acres off Georgia Highway 17. Though established in 1954, records of attendance are limited, with an estimated 150 persons visiting it monthly.

Granite Museum: Elberton is regionally famous for its granite industry, and effective presentations of phases of the granite industry could draw many visitors to the area. A museum which would display samples of granite, a panorama depicting the geological dimensions of the minerals, illustrations of the processing of the stone and its applications would focus attention on this industry. Such a museum could effectively utilize the courthouse when that facility is replaced, or the museum could be developed in connection with the industry's headquarters on College Street. The development of the museum and displays could be undertaken in a series of steps. Tours of quarries or industrial operations could be added to the program for extra promotional purposes.

Historical Points: The Dan Tucker plantation, the Nancy Hart cabin, and the cemetery at Heardmont all are potential points of interest to attract visitors; there may be others equally attractive. All of these should be inventoried, catalogued, made attractive by civic groups, and advertised as part of a program to cause tourists to want to see and enjoy Elbert County.

## UTILITIES

### Water

The availability and quality of water are important factors in plant location. While companies requiring large quantities of water for processing may settle close to large streams or develop their own sources, most operations depend upon municipal systems for an adequate source for sanitation and fire protection.

The Savannah River borders Elbert County on the east, the Broad River on the west and south, and Beaverdam Creek bisects the county, draining from the northwest to the southeast. All are important streams. Their minimum flow records are shown in Table 13. Beaverdam Creek is the source of Elberton's water system, which has quite soft water. (See Table 14.)

Elberton is well equipped with large water mains, having over 15 miles of 8-inch or larger water lines in the system. A current extension and looping program will further improve service within the city limits. The daily pumping capacity is 4,320,000 gallons and the daily filtering capacity is 2,000,000 gallons. Maximum daily consumption approaches 1,700,000. The city system has 1,500,000 gallons of storage capacity, of which 750,000 gallons is in elevated tanks. Because the designed overload capacity has not been approached and projections of demand on the system show no marked consumption increase, expansions are not planned for the near future. The planning consultants for the city have recommended that the water filter plant capacity be doubled between 1968 and 1973.

Bowman obtains water for its system from two wells, with a total pumping capacity of 125 gallons per minute. The system has a 50,000-gallon elevated storage tank.

### Sewers

Among Elberton's most urgent needs are sewage treatment facilities. The present system consists only of collection lines that dump the raw sewage into streams in the area. Approximately 95% of the city's water customers are served by the sewer system.

Elberton's Community Facilities Plan recommends the construction of two treatment plants, with necessary pumping and lift stations. This is a



Table 13

## STREAM FLOWS, ELBERT COUNTY

	<u>Period of Record</u>	<u>Average Flow (Million gallons per day)</u>	<u>Minimum Flow (Million gallons per day)</u>
Savannah River <sup>1/</sup> at Calhoun Falls, S. C.	1896-1900; 1903;1930-32 1938-55	3,150.0	411.0 (October 1954)
Broad River at Bell, Ga.	1926-32; 1937-55	1,100.0	71.0 (October 1954)
South Beaverdam Creek at Dewy Rose, Ga.	1942-55	32.4	0.65 (October 1954)

<sup>1/</sup> Flow of the Savannah River at this point is now regulated by Hartwell Dam.

Source: Thomson, M. T., et. al., The Availability and Use of Water in Georgia, Georgia Department of Mines, Mining and Geology, Bulletin No. 65, p. 119.

priority project for the 1962-1967 Public Improvements Program.<sup>1/</sup> Effects of the impoundment of a lake behind the proposed Trotters Shoals dam would intensify the need for sewage treatment.

Lack of a municipal sewer system and disposal plant at Bowman has prevented expansion of a major manufacturing plant there.

#### Electric Power

Electric power is purchased by the City of Elberton from the Georgia Power Co. and the Southeastern Power Administration and is distributed to customers in Elberton and the surrounding area. Hart County Electric Membership Corp. provides power to customers in the northern and eastern portion of the county; Georgia Power Co. serves the western and southern portions of the county.

Elberton is served by two 44-kv lines, and has a substation capacity of 12,000 kva. The 1961 peak demand was 8,952 kva.

It has been recommended by the city planning consultants that Elberton construct a new substation as a priority project in its 1962-1967 Public Improvements Program.

#### Natural Gas

Transcontinental Gas Pipe Line Corporation's high-pressure transmission line crosses the northern portion of the county. The Elberton Natural Gas System connects with this line just north of Bowman and follows Georgia Highway 17 to Elberton. Both Elberton and Bowman operate municipal gas distribution systems.

The Elberton system has a daily allocation of 2,900,000 cubic feet; the winter peak in 1961 was 2,080,000 cubic feet per day. The Btu content is 1,058 per cubic foot.

Planning consultants have recommended that a high pressure line be constructed around the city to provide for industrial and residential expansion in the northern and eastern sections of the city. This is a first priority project for the 1968-1973 part of the Public Improvements Program. An additional natural gas transmission line to expand the capacity of the system is proposed for the 1974-1981 phase of the program.

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<sup>1/</sup> Elberton Planning Commission, Elberton, Georgia Public Improvements Program, November 1962.

Table 14

## ELBERTON WATER ANALYSIS

Untreated raw water			
(In parts per million)			
Silica (SiO <sub>2</sub> )	8.0	Bicarbonate (HCO <sub>3</sub> )	12.0
Iron (Fe)	1.3	Sulphate (SO <sub>4</sub> )	2.0
Calcium (Ca)	2.0	Chloride (Cl)	9.0
Magnesium (Mg)	3.0	Fluoride (F)	trace
Sodium (Na)	2.0	Nitrate (NO <sub>3</sub> )	0.9
Potassium (K)		Color (filtered)	0
Total dissolved solids		41.0	
Total hardness as CaCO <sub>3</sub>		21.0	
pH		6.7	

(Analysis by Georgia Mineral Laboratory, Dec. 14, 1961)

## GOVERNMENT

Elbert County operates under a five-man Commission of Roads and Revenue elected for four-year terms. One of these is selected chairman by the other commissioners. The commissioners select the tax assessors, public works personnel, fill any vacancy in their own commission and appoint a clerk. Other county positions, including sheriff, ordinary, tax commissioner, board of education, superintendent of schools, and superior court clerk are elected by the public.

Elberton has a mayor and five city councilmen elected for two-year terms. The council names a city manager and other administrative officials who report to it.

Bowman also operates under a mayor and council government, with a five-man board.

The expenses of the county government over the past five years has averaged \$470,000, while those of Elberton have averaged \$333,600. Bowman's operations run about \$15,000 annually.

### Taxes

As a result of the recently completed county tax re-evaluation program, Elbert County's property tax rate is now 37.25 mills, or \$37.25 per \$1,000 of assessment. The assessment ratio is now 35% of actual value.

Elberton's tax rate is \$15.00 per \$1,000, based upon 35% of valuation. Bowman's tax rate is \$15.00 per \$1,000, using the same valuation rate.

### Bonded Debt

Elbert County has a bonded debt of only \$75,000. Elberton has a general bonded debt of \$105,000 and also has \$1,101,000 in revenue anticipation certificates outstanding on its water, sewer, power and gas systems. Bowman has only \$8,000 in general obligation bonds, plus \$8,200 in revenue anticipation certificates.

Generally, the financial position of both Elbert County and Elberton appear sound, and undoubtedly the recently completed re-evaluation will help their financial positions. However, if assessments were raised to realistic true values, sufficient funds would be assured to enable both governments to undertake several needed projects.



## APPEARANCE

The impression the community itself makes on the outsider is a factor in industrial plant selection, but a difficult one to measure. It can be recognized, however, as a competitive matter -- one which the industrial prospect certainly weighs.

Quite often, the appearance of a community is not given proper consideration in a local industrial development program. While generally a secondary consideration in final location decisions, many prospects are prone to give considerable weight to the first impression. Subconsciously, the prospect may slant his evaluation of the citizens, business community and local government on the basis of the actual physical appearance.

Although many questions will likely be unanswered, one which the prospect subjectively seeks to determine may be "Is this a good place in which to live and work?" In all probability, at least the initial economic requirements for successful plant operation will have been satisfied for the community to be considered and this question raised. And it is also true that other locations in the area will also meet the economic requirements. So the sum of personal reactions may influence the final location decision.

What kind of impression does Elberton make? The central business district, with its planted plaza-like atmosphere, is bound to rate high. So, too, will some of the main streets still tenanted by majestic ante-bellum homes. But along the newly widened by-pass of the central business district on Elbert Street will be found eyesores and areas that require improvement. Proposed urban redevelopment-slum clearance should be implemented as soon as possible in this area.

Elberton has an asset in some of its newest institutional structures, such as the headquarters of the Granite Association and the First National Bank. Other public structures could well make similar use of the native stone.

Consideration should be given to the possibility of constructing a new city-county building in the proposed urban renewal area. The present city hall is a converted residence with a recently built addition. The original building is in poor condition and there is no room for additional expansion, nor is adequate parking available.

The present courthouse, while imposing on the exterior, is also in deteriorated condition. A combined government building would be economical



and sensible, bringing together at one site all local governmental functions. It could also spur the trend in new modern construction in the central business district. The existing county structure could be converted for other public uses, for example a granite museum.

Merchants in the central business district should be encouraged to undertake store modernization. Some stores could appreciably improve display areas and upgrade merchandising procedures.

Improvements in the appearance of access roads into Elberton are sorely needed, especially on the western edge. A new overpass or highway relocation at the junction of Highways 17 and 72 is a public improvement that is most desirable in order to eliminate a major road hazard as well as enhance the area's appearance. If the granite companies were encouraged to undertake an organized program of cleaning up granite sheds and open grout piles, one of the most obvious detractions would be overcome. This might be done through publicity commending those firms which have maintained or improved their properties in eye-pleasing fashion.

# APPENDIX

Table 1

## POPULATION OF ELBERT AND SURROUNDING COUNTIES

1930-1960<sup>1/</sup>

County	1930	1940	1950	1960
Elbert, Total	18,485	19,618	18,585	17,835
White	10,949	11,887	12,358	11,726
Negro	7,535	7,731	6,225	6,108
Clarke, Total	25,613	28,398	36,550	45,363
White	15,664	18,335	26,614	33,748
Negro	9,948	10,061	9,928	11,522
Franklin, Total	15,902	15,612	14,446	13,274
White	13,230	13,342	12,637	11,738
Negro	2,672	2,270	1,807	1,528
Hart, Total	15,174	15,512	14,495	15,229
White	11,281	11,551	10,927	11,502
Negro	3,893	3,961	3,565	3,727
Lincoln, Total	7,847	7,042	6,462	5,906
White	3,754	3,423	3,305	3,012
Negro	3,093	3,619	3,153	2,893
Madison, Total	14,921	13,431	12,238	11,246
White	12,087	10,826	9,904	9,157
Negro	2,834	2,604	2,330	2,088
Oglethorpe, Total	12,927	12,430	9,958	7,926
White	6,503	6,934	5,642	4,370
Negro	6,424	5,496	4,313	3,556
Wilkes, Total	15,944	15,084	12,388	10,961
White	5,856	6,041	5,583	5,336
Negro	10,088	9,043	6,094	5,624
Abbeville (S.C.), Total	23,323	22,931	22,456	21,417
White	12,259	13,190	14,934	14,557
Negro	11,055	9,741	7,522	6,851
Anderson (S.C.), Total	80,949	88,712	90,664	98,478
White	58,355	65,323	71,364	79,233
Negro	22,594	23,379	19,291	19,218
Georgia, Total	2,908,506	3,123,723	3,444,578	3,943,116
White	1,837,381	2,038,278	2,380,577	2,817,223
Negro	1,071,125	1,084,927	1,062,762	1,122,596

<sup>1/</sup> Sum of "White" and "Negro" do not add to "Total" because of exclusion of "Other non-white."

Source: U. S. Department of Commerce, Bureau of the Census, U. S. Census of Population, 1930-1960.

APPENDIX

Table 2

GRANITE PROCESSORS IN THE ELBERTON AREA

Firms Quarrying Granite and Manufacturing Monuments

Acme Granite Co., Inc.	Elberton City Quarries, Inc.
American Granite Quarries, Inc.	Harmony Blue Granite Co., Inc.
Brown, Ross L., Granite Co., Inc.	Hoover Granite Co.
Coggins Granite Industries, Inc.	Liberty-Premier Granite Co., Inc.
Comolli Granite Co.	Oglesby, George T., Granite Co.
Dixie Granite Co.	Scales Granite Co.
Dove's Creek Granite Co., Inc.	Scarborough Granite Co.
Elbert County Granite Co., Inc.	Worley Brothers Granite Co., Inc.

Firms Only Quarrying Granite

Brown, Hiram, Quarrying Co. (Oglethorpe County)	Harper's Quarry, Inc.
Continental Granite Co., Inc.	Kantala Granite Quarry
Elberton Granite Industries, Inc.	Oglethorpe Granite Quarrying Co. (Oglethorpe County)